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State of Wisconsin
Department of Natural Resources
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JUN 18 2006

Notice of Intent to Apply for Coverage Under MS4 General Permit WPDES Permit No. WI-S050075

Form 3400-NNN (R 2/06)

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NOTICE: This application form is authorized as required by s. 19.35, Wis. Stats., and Chapters NR 151 and 216, Wis. Adm. Code. Personally identifiable information on this form may be used for other program purposes and may be made available to requestors under Wisconsin's Public Records laws and be posted on the Department's internet site.

Instructions: Complete the following for all permit applications. If additional space is needed to respond to a question, attach additional pages. Provide descriptions below that explain the program activities that you expect to develop and implement to comply with the Municipal Separate Storm Sewer System (MS4) general permit (<http://dnr.wi.gov/org/water/wm/nps/stormwater/muni.htm>). Section 3 of the MS4 general permit contains the compliance schedules that direct when the individual program activities need to be developed and submitted to the Department for review. The detailed programs that are developed and submitted to the Department for review may deviate from the program activities described below if necessary. The descriptions provided below are necessary for the Department to verify that the municipality's program activities comply with the permit.

Section I: Applicant Information

Name of Municipality

City of La Crosse

Mailing Address

400 La Crosse St.

City

La Crosse

State

WI

Postal Code

54601

County(s) in which Applicant is located

La Crosse

Type of Municipality: (check one)

☐ County

☒ City

☐ Village

☐ Town

☐ Other (specify)

Section II: Local Contact Information (check one):

Name of Municipal Contact Person

Anthony Hutchens

Title

Asst Dir of Public Works

Mailing Address

400 La Crosse St.

City

La Crosse

State

WI

Postal Code

54601

E-mail address

hutchens@cityoflacrosse.org

Telephone Number (include area code)

(608) 789-7599

Fax Number (include area code)

(608) 789-8322

Section III: Water Quality Concerns

Yes	No	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Does any part of the MS4 discharge to an outstanding resource water (ORW) or exceptional resource water (ERW) listed under s. NR 102.10 or 102.11, Wis. Adm. Code? (An unofficial list of ORWs and ERWs may be found on the Department's Internet site at: http://dnr.wi.gov/org/water/wm/wqs/)
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Does any part of the MS4 discharge to an impaired waterbody listed in accordance with section 303(d)(1) of the federal Clean Water Act, 33 USC § 1313(d)(1)(C)? (A list of Wisconsin impaired waterbodies may be found on the Department's Internet site at: http://dnr.wi.gov/org/water/wm/wqs/303d/303d.html)

Section IV: Area and Population Within the MS4

Yes	No	
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Is the MS4 within an "Urbanized Area" as defined by U.S. EPA? (See http://www.epa.gov/npdes/pubs/fact2-2.pdf)

If no, skip the rest of this section and continue to Section V. If yes, estimate the area served by and the population within the MS4 in an Urbanized Area (UA).

(Urbanized Area maps are available on the EPA web site at: <http://cfpub1.epa.gov/npdes/stormwater/urbanmaps.cfm>)

Total municipal area (in square miles):	Total municipal population (in year 2000):
MS4 service area within Urbanized Area (in square miles):	Municipal population within Urbanized Area (in year 2000):

Section V: Potential Permit Exemption

Yes	No	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Section NR 216.023, Wis. Adm. Code, allows certain MS4s that have less than 1000 people residing in an urbanized area to be waived from having to obtain municipal storm water permit coverage.
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Do you believe that the MS4 may be eligible for this potential exemption?

Section VI: Summary of Municipal Storm Water Program Activities

Describe the programs or activities the municipality is doing or will do to comply with the requirements of the MS4 general permit. Attach additional pages if necessary.

A. Public Education and Outreach

Describe the public education and outreach program activities that the municipality will implement to comply with section 2.1 of the MS4 general permit.

The City has worked with school groups, scouting groups, and similar organizations to stencil "DRAINS TO RIVER" on catch basins, but only a small portion of the catch basins in the City have been marked. Beginning in 2003 all new catch basin castings have been purchased with a similar message cast directly into the top of the casting.

The City distributes brochures to all residential structures of four units or less describing proper disposal of yard waste, and also issues Public Service Announcements in the fall telling residents not to put leaves in the street or gutter. Our brochures promote on-site composting. Additional storm water quality educational requirements will be added to future mailings. The City will include appropriate storm water related topics with each recycling brochure. Additional mailing opportunities exist with the sewer and water utility bills sent out quarterly.

The City of La Crosse web site for the Building and Inspections Department lists erosion control as a required inspection for building construction projects. Erosion control requirements are provided to contractors when a building permit is obtained.

The City has installed signs at locations popular with people walking their dogs asking dog owners to pick up and properly dispose of dog waste.

The City has participated with La Crosse County and other La Crosse County municipalities in funding and staffing a household hazardous waste site. This facility was constructed in 2003 and remains in operation and is expanding the products that it can accept and handle.

All subdivision developers, contractors, and homeowners seeking plat approvals or building permits are made aware of erosion control requirements.

City staff have spoken to and sent letters to many restaurants, bars, carpet cleaning services, and other commercial enterprises that have used or have been suspected of using storm sewers for disposal of contaminated water. This action has been reactive rather than proactive however.

The City has adopted a shoreline zoning ordinance to protect waterfront property from erosion and development too close to the water's edge.

The City of La Crosse will contact the La Crosse Tribune a minimum of twice a year to ask for storm water quality related stories on such topics as illegal dumping, proper handling of yard waste and disposal of household hazardous waste materials

The City will meet with three established neighborhood groups and post related storm water quality topics on the City's website.

The City has started preliminary discussions with the County of La Crosse, City of Onalaska and the UW Extension with the goal of establishing a cooperative public education and outreach program that would comply with all of our storm water discharge permits. Our goal is to have a plan in program in place and operational by July of 2007.

B. Public Involvement and Participation

Describe the public involvement and participation program activities that the municipality will promote to comply with section 2.2 of the MS4 general permit.

The City has solicited and received considerable public input on ordinances related to erosion control and shoreland and floodplain zoning.

The City has worked with school groups, scouting groups, and similar organizations to stencil "DRAINS TO RIVER" on catch basins, which has successfully involved area youth in a program to protect storm water quality.

The City of La Crosse is currently in the process of preparing our Storm Water Management Plan with the assistance of Earth Tech, a private consulting company. Our contract with Earth Tech requires a minimum of 2 public forums to provide the opportunity of public input into the plan and possible funding mechanisms.

The City goal is to have a minimum of 2 public hearings on all storm water quality management issues.

All ordinances and resolutions adopted by the Common Council of La Crosse go through a process that allows a minimum of two opportunities for anyone to provide their opinions on the subject being discussed prior to final Council Action. Most subjects are discussed at more than two open meetings with public input allowed and encouraged.

C. Illicit Discharge Detection & Elimination

Describe the illicit discharge detection and elimination program authority and activities that the municipality will develop and implement to comply with section 2.3 of the MS4 general permit.

A number of large industries are permitted and inspected annually as part of the City's Industrial Pretreatment Program. DNR has also issued individual storm permits to some of these industrial sites. The City, as part of our wastewater industrial pretreatment program, checks for and requires appropriate spill containment in permitted industrial facilities to reduce the probability of spilled chemicals reaching sanitary or storm sewers.

The City has participated with La Crosse County and other La Crosse County municipalities in funding and staffing a household hazardous waste site. This facility was constructed in 2003 and serves all of the La Crosse storm water discharge area. This site coupled with citizen education programs should reduce illegal disposal of toxic or hazardous wastes in storm or sanitary sewers. The County La Crosse maintains records of quantities of materials collected. This information can be used as an indicator of educational effectiveness.

Projects were completed in the 1960's and 1970's to construct separate storm and sanitary sewer systems, and to the best of our knowledge all sanitary connections to storm sewers have been eliminated, and no combined sewers exist.

Some community projects were completed in the past to stencil inlets into the storm sewer system, and new catch basin castings will have wording cast into them indicating the sewer drains directly to the river.

The City's Recycling Program includes information describing proper disposal methods for items sometimes dumped into the storm sewer system (EXAMPLES: waste oil, pet waste, yard waste, etc.). City properties receive semi-annual mailings with this information.

The City responds immediately to all notifications by citizens and City employees of illicit discharges when the discharge event is observed, or contamination is noted at an outfall. We have readily available maps of the storm sewer system to trace outfall contamination upstream to the source if the illicit discharge continues long enough or leaves evidence in the sewers or manholes to allow tracing.

The City has a procedure in place so employees know who to notify and what actions to take if a spill of a hazardous or toxic material or pollutant should occur.

Current City ordinances include sections listing and describing prohibited discharges to storm sewers and include enforcement provisions.

The City will collect a cross section of existing storm water ordinances and the model ordinance available from the DNR. An ordinance that reflects the requirements of our discharge permit will be submitted to La Crosse Common Council for consideration by March of 2007.

D. Construction Site Pollution Control

Describe the construction site pollutant control program authority and activities that the municipality will develop and implement to comply with section 2.4 of the MS4 general permit.

The City of La Crosse has a comprehensive erosion control ordinance that was adopted in 1995. This ordinance mandates erosion control for subdivision development and for individual construction sites where more than 4,000 SF of land will be disturbed, or more than 2,000 SF on land with a slope of 20% or greater, more than 400 CY of excavation or fill, alteration of any watercourse, or more than 300 LF of trenching.

The erosion control requirements were developed in cooperation with the La Crosse County Department of Land Conservation and the Wisconsin DNR. This ordinance also regulates storm water peak flow rates to pre-development levels. Requirements include compliance with the Wisconsin Construction Site Best Management Practice Handbook.

Erosion control for all building permits issued by the City of La Crosse is inspected by Wisconsin Certified Inspectors. The City has municipal citation and stop work authority.

The City has developed standard specifications for the implementation of erosion control, and includes these specifications in all City construction contracts involving excavation or other earth work.

The City will review existing construction site pollution control ordinances and submit required discharge permit requirements to the La Crosse Common Council by May of 2007.

E. Post-Construction Site Storm Water Management

Describe the post-construction storm water management program authority and activities that the municipality will develop and implement to comply with section 2.5 of the MS4 general permit.

The City has best management practices in place to reduce pollution from public streets following construction, including street sweeping, catch basin cleaning, de-icing materials management, yard waste collection and regulations, etc.

The City has a program to regularly inspect and maintain storm water conveyance and sedimentation facilities that are owned by the City.

The City does require controls on post development peak runoff, generally to not exceed pre-development peak flow rates.

Describe the pollution prevention program activities that the municipality will implement to comply with section 2.6 of the MS4 general permit.

The wastewater treatment plant has a Storm Water Pollution Prevention Plan.

Storm lift station wet wells are cleaned once per year to remove sediment.

Chemical storage at pretreatment permitted industrial facilities is inspected on a limited basis as part of the annual inspection.

The City has a catch basin cleaning program. The stormwater management plan being developed will be used to determine the optimal frequency of cleaning. Additional manpower and equipment will be allocated if the model indicates a need to increase our current cleaning schedule.

Information mailed as part of the City's Recycling Program addresses the potential affects of placing yard waste and other similar materials in the street. A city ordinance prohibits placing leaves, grass clippings or other waste material in the street or gutter.

The City provides two yard waste drop off sites, and provides curbside collection of yard waste in appropriate containers on a bi-weekly schedule.

The City provides collection of bulk leaves in the autumn from the boulevard, and instructs citizens through public service announcements and recycling brochures not to put leaves in the street or gutter.

The City stores deicing salt inside a building specifically designed to contain salt.

The City has an aggressive street sweeping program, with streets in the central business district swept twice weekly when temperatures are above freezing. Most other streets in the City with curb and gutter are swept approximately every ten working days except during winter.

Any blended sand-salt that is left at the end of the winter season is covered under a large tarp to prevent leaching of salt.

Winter programs for snow and ice control attempt to control and limit the quantities of chemical de-icing materials used.

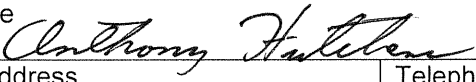
Street sweeping is started as soon as possible in the spring to pick up as much sand and street debris as possible before it is washed into the storm sewer system by spring rains. It is the City's goal to sweep the downtown area of La Crosse twice weekly and all other residential street at least once every two weeks during the sweeping season.

The City has a policy in place to prevent waste materials from sand blasting or pressure washing of buildings, etc. from entering the storm water system.

The City of La Crosse will formalize the fertilizer application policy used by City facilities by May of 2007.

Section VII: Certification

Certification: I hereby certify that I am an authorized representative of the municipality that is the subject of this application for general permit coverage, and that the information provided is true and complete, to the best of my knowledge. I understand that Wisconsin law provides severe penalties for submitting false information.

Authorized Representative Name	Title	
Anthony Hutchens	Asst Dir of Public Works	
Signature 	Date Signed	
E-mail address	Telephone Number (include area code)	Fax Number (include area code)
hutchens@cityoflacrosse.org	(608) 789-7599	(608) 789-8322

Return this completed form to:
Wisconsin Department of Natural Resources
Storm Water Program – WT/2
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Madison, WI 53707-7921